



KSAT 12 TV

**ORDER**

Print Date 09/28/12 Page 1 of 4

Flight Dates 10/18/12-11/02/12Order Sep 00:15:00Contract / Revision 260782 /ProductEstimate #

Patricia Alvarez for Justice, 4th Co

Alt Order #Original Date / RevisionAgency Com 15%Billing Type Cash

09/28/12 09/28/12

Billing ContactOrder Type GENERALAdvertiser Pol-4th Ct App-D-P. AlvarezBilling Cycle WEEKLY

New till 09/28/12

1519 West 29th Street  
Austin, TX 78703Billing Calendar BROADCASTAgency CSM Mediaworks/Rindy MillDemographic A35+Buying Contact Carole McRobertsSales Office SAT-LRev Codes AGY POL CANDSales Region LOCProduct Codes PL-State-Democrat1519 West 29th Street  
Austin, TX 78703Agency RefPriority P-2Advertiser RefPrimary Account Executive

A. Political A. Political

Account Executive Order% Start Date End Date

A. Political A. Political 100%

Order Share 100% Market Value 24500

Competing Station	% of Order	Amount
KABB	%	0
KCWX	%	0
KENS	%	0
KMYS	%	0
KRRT	%	0
NSAT	%	0
WOAI	%	0

**Order Totals****Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	39	\$18,785.00	\$22,100.00	0.00	10/15/12	10/21/12	18	\$8,585.00	\$10,100.00
November 2012	6	\$2,040.00	\$2,400.00	0.00	10/22/12	10/28/12	21	\$10,200.00	\$12,000.00
Totals	45	\$20,825.00	\$24,500.00	0.00	10/29/12	11/04/12	6	\$2,040.00	\$2,400.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	KSAT	10/18/12	10/19/12	GMSA- 4:30 AM GMSA- 4:30 AM	CM	M-F 4:30-5A	---11--	:30	2	\$50.00	P-2	0.00	NM	2	\$100.00
N 2	KSAT	10/18/12	10/19/12	GMSA- 5 AM GMSA- 5 AM	CM	M-F 5-530am	---1---	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
N 3	KSAT	10/18/12	10/19/12	GMSA- 5:30 AM GMSA- 5:30 AM	CM	M-F 530a-6a	----1--	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
N 4	KSAT	10/18/12	10/19/12	GMA- 7 AM GMA	CM	M-F 7-9a	---1---	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
N 5	KSAT	10/18/12	10/19/12	Live With Kelly- 9AM Live With Kelly	CM	M-F 9-10A	----1--	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
N 6	KSAT	10/18/12	10/19/12	Noon News Noon News	CM	M-F 12n-1pm	---1---	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
N 7	KSAT	10/18/12	10/19/12	Katie Couric- 3PM	CM	M-F 3-4P	----1--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00



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Contract / Revision 260782 Flight Dates 10/18/12-11/02/12

Hiatus Dates

Original Date / Revision 09/28/12/ 09/28/12

Order Sep 00:15:00

Advertiser Pol-4th Ct App-D-P. Alvarez Product Patricia Alvarez for Justice, Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
Katie Couric															
N 8	KSAT	10/18/12	10/19/12	NEWS- 4PM News- 4PM	CM	M-F 4-4:30P	---1---	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
N 9	KSAT	10/18/12	10/19/12	News- 6PM News- 6PM	CM	M-F 6-630p	----1--	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
N 10	KSAT	10/18/12	10/19/12	Late News- 10PM Late News- 10PM	CM	M-F 10-1035pm	---1---	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
N 11	KSAT	10/18/12	10/19/12	Late News- 10:35PM Late News- 10:35PM	CM	M-F 10:35-11:05P	----1--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
N 12	KSAT	10/18/12	10/19/12	Nightline- 11:05PM Nightline	CM	M-F 1105-1132p	---1---	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
N 13	KSAT	10/20/12	10/20/12	GMSA- SAT 6AM GMSA- SAT 6AM	CM	Sat 6-7A	-----1-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----1-		1				\$250.00		0.00			
N 14	KSAT	10/20/12	10/20/12	GMA- SAT 7AM GMA- SAT 7AM	CM	Sat 7-8A	-----1-	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----1-		1				\$300.00		0.00			
N 15	KSAT	10/21/12	10/21/12	GMA- SUN 7AM GMA- SUN 7AM	CM	Sun 7-8A	-----1	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----1		1				\$200.00		0.00			
N 16	KSAT	10/21/12	10/21/12	GMSA- SUN 8AM GMSA- SUN 8AM	CM	Sun 8-9A	-----1	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----1		1				\$200.00		0.00			
N 17	KSAT	10/21/12	10/21/12	SUN News- 5:30PM SUN News- 5:30PM	CM	Sun news	-----1	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----1		1				\$750.00		0.00			
N 18	KSAT	10/22/12	10/26/12	GMSA- 4:30 AM GMSA- 4:30 AM	CM	M-F 4:30-5A	1-1-1--	:30	3	\$50.00	P-2	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	1-1-1--		3				\$50.00		0.00			
N 19	KSAT	10/22/12	10/26/12	GMSA- 5 AM GMSA- 5 AM	CM	M-F 5-530am	-111---	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-111---		3				\$300.00		0.00			
N 20	KSAT	10/22/12	10/26/12	GMSA- 5:30 AM GMSA- 5:30 AM	CM	M-F 530a-6a	1-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	1-----		1				\$400.00		0.00			
N 21	KSAT	10/22/12	10/26/12	GMSA- 6 AM GMSA- 6 AM	CM	M-F 6-7am	----1--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----1--		1				\$600.00		0.00			
N 22	KSAT	10/22/12	10/26/12	GMA- 7 AM GMA	CM	M-F 7-9a	-1-----	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



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Contract / Revision 260782 Flight Dates 10/18/12-11/02/12

Hiatus Dates

Original Date / Revision 09/28/12/ 09/28/12

Order Sep 00:15:00

Advertiser Pol-4th Ct App-D-P. Alvarez Product Patricia Alvarez for Justice, Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N22	KSAT	10/22/12	10/26/12	GMA- 7 AM GMA	CM	M-F 7-9a	-1-----	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-1-----					1	\$550.00		0.00			
N23	KSAT	10/22/12	10/26/12	Live With Kelly- 9AM Live With Kelly	CM	M-F 9-10A	---1---	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---					1	\$450.00		0.00			
N24	KSAT	10/22/12	10/26/12	The View- 10AM The View	CM	M-F 10-11a	--1----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--1----					1	\$650.00		0.00			
N25	KSAT	10/22/12	10/26/12	Noon News Noon News	CM	M-F 12n-1pm	---1---	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---					1	\$550.00		0.00			
N26	KSAT	10/22/12	10/26/12	Katie Couric- 3PM Katie Couric	CM	M-F 3-4P	1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$500.00		0.00			
N27	KSAT	10/22/12	10/26/12	NEWS- 4PM News- 4PM	CM	M-F 4-4:30P	-1-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-1-----					1	\$450.00		0.00			
N28	KSAT	10/22/12	10/26/12	News- 5PM News- 5PM	CM	M-F 5-530p	----1--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----1--					1	\$1,200.00		0.00			
N29	KSAT	10/22/12	10/26/12	News- 6PM News- 6PM	CM	M-F 6-630p	-1-----	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-1-----					1	\$1,300.00		0.00			
N30	KSAT	10/22/12	10/26/12	Late News- 10PM Late News- 10PM	CM	M-F 10-1035pm	--1----	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--1----					1	\$2,200.00		0.00			
N31	KSAT	10/22/12	10/26/12	Late News- 10:35PM Late News- 10:35PM	CM	M-F 10:35-11:05P	---1---	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---					1	\$1,000.00		0.00			
N32	KSAT	10/22/12	10/26/12	Nightline- 11:05PM Nightline	CM	M-F 1105-1132p	1-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$600.00		0.00			
N33	KSAT	10/27/12	10/27/12	GMA- SAT 7AM GMA- SAT 7AM	CM	Sat 7-8A	-----1-	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1-					1	\$300.00		0.00			
N34	KSAT	10/28/12	10/28/12	GMA- SUN 7AM GMA- SUN 7AM	CM	Sun 7-8A	-----1	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1					1	\$200.00		0.00			



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Contract / Revision **260782** Flight Dates **10/18/12-11/02/12**

Hiatus Dates

Original Date / Revision 09/28/12/ 09/28/12

Order Sep 00:15:00

Advertiser **Pol-4th Ct App-D-P. Alvarez** Product **Patricia Alvarez for Justice,** Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 34	KSAT	10/28/12	10/28/12	GMA- SUN 7AM GMA- SUN 7AM	CM	Sun 7-8A	-----1	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----1		1				\$200.00		0.00			
N 35	KSAT	10/29/12	11/02/12	GMSA- 4:30 AM GMSA- 4:30 AM	CM	M-F 4:30-5A	-1-----	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-1-----		1				\$50.00		0.00			
N 36	KSAT	10/29/12	11/02/12	GMSA- 5 AM GMSA- 5 AM	CM	M-F 5-530am	---1---	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	---1---		1				\$300.00		0.00			
N 37	KSAT	10/29/12	11/02/12	Live With Kelly- 9AM Live With Kelly	CM	M-F 9-10A	--1----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--1----		1				\$450.00		0.00			
N 38	KSAT	10/29/12	11/02/12	Noon News Noon News	CM	M-F 12n-1pm	----1--	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----1--		1				\$550.00		0.00			
N 39	KSAT	10/29/12	11/02/12	NEWS- 4PM News- 4PM	CM	M-F 4-4:30P	1-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	1-----		1				\$450.00		0.00			
N 40	KSAT	10/29/12	11/02/12	Nightline- 11:05PM Nightline	CM	M-F 1105-1132p	---1---	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	---1---		1				\$600.00		0.00			
Totals														45	\$24,500.00

**SUPPLEMENT TO CONTRACT FOR  
ADVERTISING AUTHORIZED BY A CANDIDATE**

CONTRACT NO. 260782

1. THE NAME OF THE CANDIDATE IS: Patricia Alvarez

2. THE CANDIDATE SEEKS ELECTION TO THE OFFICE OF 4<sup>th</sup> Court of Appeals, Place 3 in  
the ☐ Primary Election, ☒ General Election, or ☐ Special Election.

3. THE NAME OF THE CANDIDATE'S AUTHORIZED COMMITTEE IS

Patricia Alvarez Campaign

4. THE TREASURER OF THE AUTHORIZED COMMITTEE IS

Tom Daniels

5. THE CONTACT PERSON FOR THE PURCHASER IS:

Carole McRoberts, CSM Media Works / Rindy Miller  
Name

1519 W. 29<sup>th</sup> St., Austin, TX 78703  
Address

(512) 472-3120  
Phone Number

6. THE TOP OFFICERS\* OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER  
ARE:

Tom Daniels

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\* The Treasurer is often the only top officer of a Candidate Committee.